



...LAUNCH YOUR FUTURE...

I'm interested in: **Marketing**

JOBS & WAGES



Visit dwd.wisconsin.gov/career-pathways/marketing.htm or scan the QR code to learn about jobs and wages in marketing, including:

- Sales Representative • Real Estate Agent • Public Relations Specialist • Advertising Manager • Marketing Specialist • Marketing Manager • Sales Manager •

STUDENT TESTIMONIAL

"The variety of classes offered by the Business Department helped shape my interests, leading to my decision to pursue a future in marketing. I learned the basics of business and marketing taking Intro to Business and Marketing Essentials. Mr. Becker and Mr. Mankiewicz work hard to ensure classes are engaging and exciting while incorporating the necessary tools to be successful as a business professional." - Madelyn R, Oshkosh West Class of 2024

HIGH SCHOOL COURSE OPTIONS

Course Name	Course Code	Term	Grade Level	Dual Credit	Industry Recognized Credential
INTRODUCTORY COURSES					
Introduction to Business	612	Semester	9,10,11,12		
Marketing Essentials	670	Semester	9,10,11,12		
Introduction to Computer Applications	630	Semester	9,10,11,12		
Leadership 1	780	Semester	9,10,11,12		
INTERMEDIATE COURSES					
Entrepreneurship	611	Semester	10,11,12	FVTC	
Microsoft Office Specialist	631	Semester	10,11,12	FVTC	Microsoft Office Specialist
Sports & Entertainment Marketing	677	Semester	10,11,12		
ADVANCED COURSES					
Business Foundations	613	Semester	11,12	FVTC	
Leadership 2	785	Semester	11, 12		Leadership Certificate
Youth Apprenticeship	6021 & 6022	Year Long	11,12		DWD Youth Apprenticeship Certificate



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WHAT'S NEXT?

AFTER HIGH SCHOOL EDUCATION AND TRAINING

There are many options for education and training after high school, depending on your career goals

1-2 Year Technical Diploma	2-Year Associate Degree	4-Year Bachelor's Degree
<ul style="list-style-type: none">• Digital Marketing• Sales Specialist	<ul style="list-style-type: none">• Marketing• Digital Marketing	<ul style="list-style-type: none">• Marketing• Digital Marketing